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Ben Shobert is the Founder and Managing Director of Seattle-based Rubicon Strategy Group, a boutique consulting firm specialized in market access work in China's healthcare, life science and senior care industries. Rubicon also provides market entry and project management services for healthcare companies across Southeast Asia. In 2013, Rubicon completed the first syndicated research report on Myanmar's healthcare system. The company will be conducting a market survey on medical devices and pharmaceuticals in Vietnam during April 2014. In September 2013, Ben became affiliated with the National Bureau of Asian Research (NBR) to advise on aging, healthcare reforms and the pharmaceutical industry in China and Southeast Asia.

He is a member of the National Committee on US-China Relations and holds advisory board seats at Indiana University's Research Center on Chinese Politics and Business as well as IAHSA-China (The Global Aging Network). Ben's work has been featured at CNBC, *China Business Review*, *Fortune Magazine* (China), *Harvard Asia Quarterly*, Yale University's *China Hands' Magazine* and others. In late 2012, he became a new columnist at *Forbes China* and in 2013 began writing on aging and healthcare issues at Forbes. He is a contributor to the forthcoming new book, *The Global Obama*. Mr. Shobert holds an MBA from Duke University's Fuqua School of Business.